

SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR SHORT-RANGE WEATHER ADAPTED, BUSINESS FORECASTING

Abstract

5 A system, method and computer program product for short-term
forecasting of future retail performance are described herein. The system
includes a Web-based graphical user interface, a weather history database and a
weather forecast database. The method and computer program product allow
users (e.g., retail managers and the like) to produce maps and related charts, using
10 weather and sales history correlation analyses, indicating weather favorability for
specific retail products in specific geographic areas during specific future (and
past) time periods. The weather favorability maps thereby facilitate retail-based
advertising, allocation, placement, promotion and staffing decisions.

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